

UNIVERSITI TEKNOLOGI MARA

**FAN CURIOSITY, ATTACHMENT,
AND ALLEGIANCE TOWARDS
HARIMAU MALAYA FOOTBALL
FANS**

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AUTHOR’S DECLARATION

I declare that the work of this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Curiosity can be defined as an important and potential motivator that facilitates human exploratory behaviours and plays an important role in motivating learning (Berlyne, 1954). Therefore, curiosity has been regarded as a key intrinsic motivational drive for facilitating human exploratory behaviours in many domains, such as psychology, education, and sport (Park, Mahony, & Greenwell, 2010). Furthermore, curiosity has been found to be one of the crucial motivators that initially influences human exploratory behaviours in many domains (Park, Mahony, & Yu Kyoun, 2011). Nevertheless, there have been evidently few empirical studies being conducted in exploring the fan curiosity in novel sport. This study attempts to determine the factors of fan curiosity, with two additional variables (attachment and allegiance) in order to have better examination on the curiosity construction in a football setting. Thus, a measurement model that consists of Sport Fan Exploratory Curiosity Scale (SFECS), Sport Fan Specific Curiosity Scale (SFSCS), attachment and allegiance, was developed and tested in this study. Some hypotheses are put forward and tested in a causal-comparative study. To carry out this study, 382 of Harimau Malaya football fans were surveyed during the AFF Suzuki Cup 2013 at the National Stadium Bukit Jalil. The data was collected using the event sampling method and structural equation modelling (SEM) was applied for data analyses and confirmatory factor analysis (CFA) were performed to reliable and validate the questionnaire. For the measurement model, the result showed good model fit, $\chi^2 (16) = 52.160$, $p < 0.001$, RMSEA = 0.077, and CFI = 0.983. Result from hypothesis testing proved that the attachment was found as a mediator to the relationship between curiosity and allegiance towards sport fans attendance at the stadium. The further findings offer important elements to sport marketers in order to maintain the crowd of sports fans toward consuming in attending matches at the stadium.

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CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

Sports considered as one of the most important elements in national development. One of the sports known as football is recognized in many parts of the worlds which is the world's most popular organized team sport. It was played in every nation without the exception. Today, football remains the fastest growing team sport, and in consequence of its popularity, this sport has attracted many young players all over the world. Football is not only for competition but also important in developing the social relations, setting a goal and mental strength among the team members.

Instead of the team members, this sport also encourages the sport fans to support the team, players and game from time to time. In order to maintain the interest of sport fans, many organizations with support by the government need to plan or do something in order to maintain this sports fan.

The sport of football in Malaysia is run by the Football Association of Malaysia (FAM). This association administers the national league as well as the national football team that also known as Harimau Malaya among football fans.

1.2 BACKGROUND OF THE STUDY

The impact of sports, particularly in football, on society and the world economy is really immense. The game of football has potential to create a broad economic impact. Football also games that involves a lot of strategy and creative thinker for the team and therefore require a lot of development in skills, attitude and proficiency. It is played and watched throughout every part of the world.

From the statement above, the sport marketers should play their role in order to attract the sport fans to attend and watch the game (Bee & Havitz, 2010). The factors of